

# TUESDAY IS COHEN'S SPRING OPENING

The Opening Days for This Exhibition Will Constitute 3 Days, Tuesday, Wednesday & Thursday of This Week

There are certain times in the life of a store when the value to its public becomes an easy evidence. You are asked to judge this store by its merchandise and their prices. The above days will be sales days as well as days for sight-seeing.

## Monday Cohen's Store Will Unlock Some of the Happiest Purchases of This Season

It Will Be the Beginning of the Most Notable Merchandising of the Store's Existence

### The Waist Department HAS CAPTURED THE TOWN



There are French Voile Waists with washable embroidered Swiss front, collars and cuffs; descriptions are too long; the price is only \$5.50

The Allover Shadow Lace Waist has sprung in vogue; it has lace enough to go around a woman twice. If necessary, we refer to the fullness of the waist; trimmed with roses, lined with net, Roman pearl buttons; the make is in keeping with the new order of full dress; some with ruffles of chiffon, others with net and lace, hem-stitched seams; these \$3.75

We don't know how they are made at that price, neither will you know when you see them.

We don't know why it should not, such Beautiful Waists that are sold for little money. We don't have a single Waist from any maker that does not work it perfect from the beginning to the end.

If you have not seen the Georgette Waist you don't know what beautiful waists can be transformed into every inch. Instead of being sewed they are hemstitched. They come in flesh colors, and are the daintiest and most beautiful waists we have ever be-held; the price is \$12.50 \$9.89

We are headquarters for Mourning Waists. This year don't look for the waists you have seen before. You would be charmed with the difference. We don't know of any woman that would make one after turning the goods for less than \$15.00. To see them is to buy them. Various styles; chiffon taffeta, crepe de chine, crepe, etc.; some are \$4.00; \$5.75

That Wonderful \$1.00 Waist; there are some five or six styles; some in printed crepon, plisse crepe, and some allover embroidered material; all made in the novel shapes; they are the most becoming waists ever produced. Another is a satin striped voile, seams of entredoux; they come in white or solid colors, new blue, new green, tango, rose, flesh, lilac, etc.; you would think them the best waists at \$2.00 that you have seen for a long while; \$1.00

Cohen's Second Floor.

### The Cohen Silk Store

The salespeople are perfectly elated over the many beautiful Silks. They say it's the "Silk Store Beautiful" now.

These many new fabrics were ordered to our own liking, and they are fitting the new order of silk styles so snugly that women are buying them who are no way in want.

The advantages we had in the prices of these orders place them quite a whit below the prices of most other stores. YOU MUST SEE THEM.

Black, 36 inches. All Pure Silk Oriental Silk, All Pure Silk Peau de Soie, All Pure Silk Habutai, All Pure Silk Messaline. All are the best values we have ever known anywhere near that price. 66c

Imported from Zurich—Every shade and color of finest Messaline, street as well as evening tints, inclusive of white and black. They are \$1.00

The High Grade Crepe de Chine, the self-same quality that you have always paid \$1.75 for; full double width; every new color and black or white. \$1.46

40 inches wide, Pussy Willow Taffeta—The novel success of the season. They come in solid colors and black, or printed, every color scheme that can lend additional charm to this most perfect material. The price, \$2.00 and \$2.75

The usual \$1.50 Crepe de Chine, in the various best colors, full double width. These are priced \$1.25

Reversible Crepe Taffeta, double width, the best quality that has heretofore been sold for \$2.00; all shades light and for street wear. \$1.64

New styles of Satin Foulards, the best of all the shades in use this season, all silk; are, 50c

Satin (Regis) comes in all the pretty new colorings; it's yard wide, pure silk, and, a \$1.39

Brocade Crepe de Chines, pretty, soft, clingy material, with pretty cotton, so little, however, that it is hidden from view. The price 35c

Jacquard Crepe Cloth, printed on a broad silk, 32-inch width; colors, amber, tango, wistaria, tango, hussar blue, white 59c

The New Chiffon Taffeta, unlike the heretofore taffeta. These are of the new born French creation, black and colors; yard \$1.50 wide and priced \$1 and \$1.50

Cohen's Main Floor.

### For Made Garments Go to Cohen's Monday

The greatest art of garment-making comes with the science of ready-to-wear garments. The tailor that works for you is the close imitator of the styles that are produced by the men in Paris and elsewhere at extreme prices. The ready-to-wear come ahead, and they come close in time of finish by the producer. We live near Paris. A little month and the garment is shown at Cohen's. Here are a few of the late arrivals:

#### Suits, \$10 to \$85. Dresses, \$5.75 to \$125

The Range of Both Come at Easy Price Advance. Here Are a Few in Detail

Silk and Wool Poplin Dresses, loose back, draped from waist, embroidered waist, with net front; these new Dresses are only \$12.00

Crepe de Chine Dresses, open front body, pleated lace, wide lapels of crepe de chine, kimono sleeves, loose back, with sailor collar, contrasting belt with sash, two ruffles headed with pleat 8 inches below the waist; all the different shades, and they are only \$16.50

Highest grade of Pure Dye Chiffon Taffeta Silk Dresses, the entire skirt a ruffle with heavy corded silk covered belt, forming a sash in front to back and tied in a bow; the fullness of the skirt is French, and different from anything that we have seen this season. It is a dress newly imported from Paris. The bottom of the skirt is corded, which comes almost to the waist and ends under a fold of silk; the body is loose and overfull, with a cord running across the centre and ending in a bow. This Beautiful Dress is only \$35.00

We have no comment to make other than we would like for those who are interested in the new Dresses to step in and take a look at these.

Cohen's Second Floor.

A New Beautiful Suit of Imported Material, black with hairlined stripe, new in its shape out and out, long contrasting added back; it is made by one of the tailors that does not know how to make a suit poorly, as you will see at a glance on the slightest examination. Every inch of the body is hand turned. You would take it for a very good \$20.00 suit, but the price \$12.75 is only \$12.75

French Crepon Cloth Suit, perhaps different from any of the Crepons of recent days; material entirely new to America; short coat is skirted with ripple flounce; fancy collar, with moire lapel; the skirt has two flounces, starting in the front and widening to the back; this beautiful suit comes in all the different shades of the season, and the price is \$23.50

One of the New Moire Silk Suits—Moire is getting extremely scarce; we hardly know whether there will be any duplication; loose body, with rever starting narrow at the neck to wider width to the belt; edged with narrow ruffle, collar edged with net; the new innovation of the skirt in this suit is it being plain, has 13-inch pleated tunic all around the skirt. The suit is made nearly all the way through by hand, and merits the admiration of the most critical buyers; the price \$30.00

Cohen's Second Floor.



### Binner CORSET

THE BINNER PEOPLE have sent one of their experienced corsettiere down to show the people of Richmond the value of their corset. Our experience has taught us that it is by far the most comfortable and best fitting corset that was ever produced. From the fact that their corset business is with the "TO-ORDER" people, of New York, has proven to us their value. The prices are from

\$5 to \$10

The corsettiere will be glad to fit them to your figure.

Cohen's Second Floor.



### Let Monday Be Your Buying Day in The Bargain Basement

We have never seen better buying time. Some one had to sell to make room for other goods.

Andreacoggin and Hill's Bleached Cotton, at 83 1/4c

Yard wide percale, on 63 1/4c

10c Curtain Scrim, at 6c

12 1/2c Dress Gingham, 73 1/4c

10c Chambray, at 53 1/4c

25c Madras, that makes \$2.50 and \$3.00 shirts, for 17c

12 1/2c White Crepe 53 1/4c

35c Poplin, at yard 15c

High grade English Long Cloth, yard, 81 1/2c

New finish 15c India 40 inches wide, at 83 1/4c

The beddings have come again, one contract is not ended. There are lots this week to be sold for less than we can buy them—

50c Sheets, size 72x90, 25c

Usual 50c Sheets, 3-inch hem, for 40c

Those always 50c Sheets, \$1x90, for 52c

85c Sheets; size 81x90, 69c

Pillow Cases, good quality, full size, for 73 1/4c

17c Pillow Cases, 12 1/2c

White Red Spread, instead of \$1.50, for the large size, \$1.25

The following various things must be looked for in the basement:

Women's good quality Percale Aprons, for 10c

Children's Rompers, at 19c

Ladies' Waists, for 45c

Women's Crepe Kimonos, at 39c

50c Corsets, for 35c

25c Gause Hose, for 15c

only Cohen's Basement.

### The Season's New Dress Goods

The Woolen Dress Goods Department has done wonders. Few women pass it this season; there is a strong reason for it.

The last price on Imported Wool Albatross was 75c; it is 40 inches wide, fine imported stock, and the price is only, yard 58c

The old 50c Wool Storm Serge, 36 inches wide, hard tight thread, comes in navy and black; yard 28c

Shepherd Checks at 39c, double width and different combinations, black and white, etc.; special price Monday, yard, 39c

Other Checks that were priced up to \$1.50 are, yard \$1.00

Crepe Amure, entirely new fabric, has interwoven crepe and poplin effect, all new street shades; yard \$1.00

56-inch Tango Plaids are one of the new effects of the season; they come in rich combination, yard \$1.50

Those Krinkle Krepes, soft, all wool, have sold by the hundreds of yards here; enough to last a few days longer; the best \$1.00 goods we know of; the price 65c

is, yard \$1.00

Cohen's Main Floor.

### The Lace and Embroidery Departments Have Taken a New Departure

There is a new hope for lace buyers Monday in this store; the self same lace in cluny edge and insertion that have been 50c and 65c, some 35c; two lots are divided, one at 15c, another at 25c.

The all-over Embroidered Crepe Cloth, white with white or colored small designs; the most attractive material that has appeared in a long while for waists or dresses; yard only 50c

When you see it you will think it is a revelation for the price.

The Wellesley Camisole Embroidery is like the hand made, with two rows of beading carrying wide ribbons; most attractive for corset covers, requiring only 14 1/2c

On sale Monday a large counter of Embroideries, mostly edgings, in cambric, Swiss and fine sheer long-cloth. They are the ordinary 10c ones, but the best that Europe produces; choice, yard at 5c

Another lot of usual 25c finest Embroideries, in narrow, medium and wide; will be, yard 12 1/2c

French All-Over Shadow Lace. They come 40 inches wide, in the most beautiful styles that the manufacturer knows how to produce; 13 yards will be sufficient for a waist; in white or ecru, yard \$1.00

New Wash Laces, hundreds of pieces. The very best quality that is made in Germany; price, 5c

42-inch wide Flouncings, white and Arab; new Paris designs that were imported to sell for \$2.50 yard; special price, 98c

Cohen's Main Floor.

Striped Crepe that was only a week ago 50c a yard. It is one of the foremost cloths of the season, yard 39c

The checked Crepon, new fabric, which last season was \$1.00 yard. These are the direct counterpart and high grade. The price this year is, yard 38c and 50c every year. 50 pieces on sale Monday, for, 25c

White Plisse, 32 inches wide; usual like quality, at, per yard 12 1/2c

Cohen's Third Floor.

Don't Overlook the Upholstery Department

These heavy bordered Irish Point Lace Curtains that you have seen at \$12.50, for, \$8.50

Marie Antoinette, full 3 yards long, made by the best producer, various styles, pair, \$3.75

New Scrims, beautiful 18c

styles, yard, 10c to 18c

Cohen's Third Floor.

### Store News

One of the new thoughts for Petticoats is an accordion pleated wide ruffle of chiffon, 13 inches wide; the evolution comes with the beauty of the tango dance; they are the muslin without a sound; the 69c qualities, yard \$1.50 and 69c

Main Floor, Rear.

There Will Be a Sale of Misses' Wash Dresses on Monday

Ages from 8 to 14 years; they were made for one of the New York houses that has recently failed, and as the dresses that would have been sold at \$1.50; they come in different styles and of the same uniform value; the price will be each, 98c

only Cohen's Second Floor.

KID GLOVES—The real Kid Glove, in tan, white and black, outseam with double embroidered back; it is one of the best made Gloves that come from Grenoble, France; one, clasp, large button and the best \$1.50 Glove that you will see about the city. They will \$1.00

be sold at, pair, \$1.00

Main Floor.

The Electric House Dress

The man makes them so good he has the name patented; they are made way up East in New York and you would hardly think they could be produced under \$2.00; they fit different from any house dress we have ever had; several styles in sizes up to 48; the price, 98c

is Cohen's Second Floor.

QUEQUES FLEURS—Houbert has discovered a new odor in his highly appreciated perfume; the delicate odor is different from any he has ever produced; a single drop is so lasting that a handkerchief would really wear out before the odor is exhausted; the least sold \$3.40

is 1/4 of ounce, 1 ounce, \$4.00

Main Floor—Toilet Dept.

SCARFS AND SHAWLS—A lot of Scarfs and Shawls to match, made out of heavy material with torchon edge and insertion; medallions in centre; various patterns; choice of 39c

these Main Floor—Fancy Linen Dept.

HAIR GOODS—Ladies' Hair Switches; pure fine hygienic hair; 28 inches long; there are three switches in one; they were sold at \$4.25 only a short while ago, and will probably be that again, on account of the new style hats; they have not sold well recently, and the importers have been forced to sell them for way under cost; in all the various shades \$1.75

Main Floor.

A NEW FABRIC—350 pieces of Turkish Weave Rattine Crepe Cloth, 36 inches wide, dozens of pieces last year at \$1.00 yard; 27 inches wide, and are the newest fabrics in demand this season; low two-tone colorings of pink, blue, tan, lilac and all the rest of the desirable colors; special 18c

price, yard \$1.00

Cohen's Main Floor.

GOWNS—Women who deserve and are not able to dress well, ought to see the new Paris Gown, little short body of lace and hemstitched; the gown itself is of Crepe de chine, pleated for a skirt, trimmed with ribbon bows \$11.50

to match; the price is, \$11.50

Second Floor.

DRESSES—Black China Silk Dresses, prettily made and finished for house or street wear; material wears better than the real imported China silk; sizes up to 46, \$5.75

and the price is only \$5.75

Second Floor.

SKIRTS—All wool Skirts in black or navy, double and single anie Skirt of the present style, while they bear the name of tulle they are entirely different from any former arranged shape; in checks \$3.98

ro plain serge; special, \$3.98

Second Floor.

INFANTS' HATS—The infants Millinery Department must be seen. Please don't buy anywhere else until you see here, and you need not buy here unless things are agreeable in style; there is the largest variety of shapes and prettiest collection that have ever been here; 50c

prices from \$5.00 to \$10.00

Second Floor.

CURTAINS—The best \$1.00 Lace Curtains that you generally see about town has come to us, 63 pairs; part white and part ecru; they will be sold Monday for, 63c

Third Floor.

ROSAIRES—From one of the best makers at 10c, 15c and 25c and are not to be found anywhere; they are as strong as anything you pay \$4 for; the real Mother-of-50c

Pearl for \$1.00

Guaranteed Gold chain Rosary, with amethyst stone; they come in various colors, with gold 75c

cross, for \$1.00

You can go as high \$3.50

as

Third Floor.

Mothers Will Come To This

Special Sale of Boys' Blouses, well made or they would not be here; variety of almost every style; in light and dark colors; they were \$2.00 and 75c value; choice of any Monday, at 50c

only Cohen's Basement.

### House Fixings, Carpets, Mattings

And all floor coverings on the fourth floor. You can do some good buying, and only because we have done some good buying. Here are a few of the things:

Jap Matting Rugs, 3x6 ft., 29c

Full room size Matting Rugs, in the best of colors, at, \$2.50

You remember those heavy China Matting Rugs, full room size, we sold them last year for \$5.00. One of our agents bought them in China and gave us a share; to be \$3.85

There is only 400 of them.

Those extra heavy 116 warp China Mattings that you know so well; no better wear known; also heavy 100-pound grade that always sells for 35c; about 16 various colors; all styles; to be sold for, yard 25c

The very best of Cork Linoleum Print that we know of, in all the very best tile and other designs; some of them new wood effects. We know of nothing that wears better in printed linoleum. The price this is, yard 35c

Infant Linoleum; wear them to the last thread and they remain the

same coloring. We don't carry the very poorest on account of its warping. We recommend that which we sell. The prices are 60c, 80c and 95c a yard. The 60c is the usual 75c value; 80c is the 1.25 quality; 95c is that which you usually pay \$1.50 for.

These are special prices that cannot likely be duplicated later on.

We will also put on sale Monday a lot of Axminster Druggets, the room size, 3x12; deep pile, in pretty effects; the regular \$20 a rug for \$14.25

You have never seen a seamless Tapestry Rug made out of pure worsted for the price that will be here Monday. The cheapest seamless that we know of cost \$11.25 wholesale; we will sell \$8.75

Get ready for your Window Shades, ready made, or we make them to order. Our prices are the lowest for the best material. Estimates cheerfully furnished.

Cohen's Fourth Floor.

Prompt and Careful Attention Given to All Mail Orders